

Contract #**336324**

Schedule Dates

10/11/12-10/15/12

Advertiser

Pol/R Casey/D/US Senate (16759)

Agency

Shorr & Associates (2909)

Product

Political - Federal Candidate (1067)

Brand

POL/R CASEY/D/SEN/PA (134170)

Salesperson

Telerep/Washington DC

Buyer Name

DETTORRE, MICHAEL

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

BOB CASEY :60 10/9
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Shorr & Associates

1831 Chestnut Street

Philadelphia, PA 19103


Pittsburgh (WPXI)

By Broadcast Month	Spots	Rate
Oct. 2012	18	\$36,150.00
Grand Total:	18	\$36,150.00

Date Entered

10/10/12

Last Modified

10/10/12

Entered By

Jennifer Stewart

O/O-P

Yes

Headline #

06368275

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$5,422.50

Net Total

\$30,727.50

Sales Tax

Comments

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	Spw	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	7A- 8A (EST)				1	1		2		2	\$1,700.00	\$3,400.00	Pittsburgh (WPXI)	TODAY 7-8A/1	10/10/12
2.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	4:58A- Channel 11 News				1	1		2		2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	NEWS 5-530A/2	10/10/12
3.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	10A- Ellen				1	1		2		2	\$900.00	\$1,800.00	Pittsburgh (WPXI)	ELLEN/3	10/10/12
4.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	4P- Judge Judy 4p				1	1		2		2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	JUDY 4-430P/4	10/10/12
5.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	11:34P- TONIGHT SHOW				1	1		2		2	\$1,050.00	\$3,700.00	Pittsburgh (WPXI)	TONIGHT/5	10/10/12
6.0	Normal Line / Spot	10/11/12-10/12/12	3	1:00	10:59P- CHANNEL 11 NEWS				1	1		2		2	\$5,400.00	\$10,800.00	Pittsburgh (WPXI)	LATE NEWS/6	10/10/12
7.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	7A- 8A (EST)				1			1		1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 7-8A/7	10/10/12
8.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	4:58A- Channel 11 News				1			1		1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530A/8	10/10/12
9.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	10A- Ellen				1			1		1	\$900.00	\$900.00	Pittsburgh (WPXI)	ELLEN/9	10/10/12
10.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	4P- Judge Judy 4p				1			1		1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	JUDY 4-430P/10	10/10/12
11.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	11:34P- TONIGHT SHOW				1			1		1	\$1,850.00	\$1,850.00	Pittsburgh (WPXI)	TONIGHT/11	10/10/12
12.0	Normal Line / Spot	10/15/12-10/15/12	3	1:00	10:59P- CHANNEL 11 NEWS				1			1		1	\$5,400.00	\$5,400.00	Pittsburgh (WPXI)	LATE NEWS/12	10/10/12

CONFIRMATION CONTRACT

Date:	Accepted-Station:
	Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.